

**Remarks**

In the present application, claim 1 has been cancelled, claims 2, 3 and 27 have been amended. Claims 2 to 27 remain pending. Reexamination and reconsideration in view of the amendments above and the arguments below are respectfully requested.

**Claim Rejections for Anticipation**

The Examiner rejected claims 1, 2, 4, 5, 24, 26 and 27 under 35 U.S.C. §102(b) as anticipated by Shimizu, Japanese Patent Document No. 2000 267611. These rejections are respectfully traversed.

Claim 1 has been cancelled. Proposed amendments to claims 2 and 27 are presented above.

Claim 2, as amended, recites in part, a billboard including an odor diffuser installed inside a frame and associated with an odor diffusing element installed inside the frame. The odor diffuser generates an odoriferous stream. The odor diffusing element includes a diffusion chamber which receives the odoriferous stream and diffuses the stream outside of the frame. A fan is placed to drive an air flow from the internal volume of the board into the chamber so that the air stream mixes with the odoriferous stream within the chamber and the mixture is expelled from the chamber toward the outside of the board.

Shimizu discloses a frame 2 with a plurality of perfume emission sections 4a to 4d to dispense perfumes 13a to 13d, respectively (paragraph 12) and a plurality of deodorant discharge ports 17a to 17d to emit deodorant material 18a to 18d, respectively (paragraph 15). Wind from a first ventilation section 15 passes over sections 4a to 4d to

diffuse the perfume emitted from the sections in front of frame 2 paragraph 14). Section 4a includes a body 6 which the Examiner equates to the odor diffusing element.

The ventilation section 15 is placed behind the sections 4 from which droplets of odoriferous material are dispensed through openings 5. The droplets are expelled from chambers 10 by a piezoelectric effect. There is no disclosure that an air flow from the fan of the ventilation section enter the chamber at all. The air flow from the fan flows around the sections 4 and only mixes with the odoriferous droplets once the droplets have left the chamber. There is no disclosure that the mixture of the air flow and the odoriferous material occurs within the chamber.

For at least these reasons, Applicant submits that the cited prior art does not anticipate claim 2 with the proposed amendments and that claim 2 as amended is in condition for immediate allowance. Entry of the amendments to claim 2 and reexamination and reconsideration are respectfully requested.

Claims 4, 5, 24, 26 and 27 (as amended) depend from and further limit claim 2. For at least the same reasons discussed above with regard to claim 2, Applicant submits that claims 4, 5, 24, 26 and 27 are not anticipated by the cited prior art and are in condition for immediate allowance. Entry of the amendment to claim 27 is respectfully requested.

#### **Claim Rejections for Obviousness**

Claim 25 was rejected under 35 U.S.C. §103(a) as obvious over Shimizu in view of Johnson (U.S. Patent No. 3,844,057). This rejection is respectfully traversed.

Claim 25 depends from and further limits claim 24. As noted above, Shimizu does not teach or suggest the structure of the billboard and the flow of air

through the chamber and the mixing of air and odoriferous material within the chamber as recited in claim 2, from which claim 24 depends. Johnson is cited by the Examiner solely to teach the use of a substrate impregnated with an odoriferous product. Johnson does not teach or suggest the air flow configuration and mixing of air and odoriferous material within the chamber as recited in claim 2.

**Allowable Subject Matter**

The Examiner objected to claims 3 and 6 to 23 as depending from a rejected base claim but the claims would be allowable if rewritten in independent form. Claim 3 has been amended to independent form and includes all the elements of the prior claim 1. Claims to 23 depend from and further limit claim 3. Applicant submits that claim 3 as amended and claims 6 to 23 are in condition for immediate allowance. Entry of the amendments to claim 3 are respectfully requested.

**Conclusion**

Applicant submits that entry of the proposed amendments will render pending claims 2 to 27 in condition for immediate allowance. Entry of the proposed amendments and issuance of Notice of Allowance are respectfully requested.

If the Examiner has any questions regarding this Amendment and Response After Final Rejection, the Examiner is invited to contact Applicant's representative by e-mail or telephone as noted below.

Respectfully submitted,

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